NEW BRANDS SUMMARY
CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 11/22/91

PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE WEEK	4WK	CUME
Marlboro Medium	325.71	1.7 *	2.37	1.52	1.91
Bristol	285.89	1.4 *	2.08	1.84	1.49
Bucks	64.09	0.4 *	0.47	0.35	0.48
Cambridge Lowest	14.28	0.2 *	0.10	0.10	0.19
Bristol Lowest (Reg 2)	1.14	0.1 *	0.04	0.07	0.12
Commander (Reg 1,3,4,5)	5.54	0.1 *	0.05	0.04	0.08
TEST MARKET					
B&H De-Nic					
Arizona	0.12		0.10	0.13	0.48
Marlboro Ultra Lights					
Indianapolis (B/W)	2.32		1.51	1.27	1.15
Portland (R/C)	1.50		0.85	0.59	0.66
Nashville (R/W)	1.68		1.56	1.05	1.20
Bucks					
Arizona	0.37		0.22	0.19	0.60
Birmingham	0.98		0.72	0.43	0.59

COMPETITIVE

NATIONAL/REGIONAL	SHARE RETAIL	SHARE MONTHLY SHIPMENT
Camel Ultra Lights	0.4 *	0.1
Misty	0.7 *	0.8
Sterling (SG)	0.4 *	0.7
Bull Durham	0.3 *	0.3
Capri 120's	0.2 *	0.2
Magna (SG)	0.6 *	0.7
Camel 99	0.4 *	0.2
Winston Ultra Box	0.2 *	0.1
TEST MARKET		
Horizon		
Atlanta	0.4 #	0.1
St. Louis	0.4 #	0.1
Dallas	0.6 #	0.1
Dakota		
Houston (85's & 100's)	0.3 **	LT 0.1
Nashville (85's & 100's)	0.2 #	0.1
Arizona (Slide Box 85's)		0.1
Style		
New Orleans (PV)	0.8 #	0.1
Newport Half Pack		
Mississippi/Louisiana	0.7 *	0.2
Belair (SG)		
Maine	0.7 #	0.2

\# Retail Audit
* New Nielsen
** Convenience Scanning
**** Scanning Supermarkets
*** ICC

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Source: https://www.industrydocuments.ucsf.edu/docs/tggj0004